

CUSTOMER COMMUNICATIONS

Survey Captures the Experiences Your Customers Really Want

Broadridge study of more than 3,000 North American consumers reveals key insights into CX and communications.

Consumers are increasingly willing to walk away from companies that provide subpar CX.



1 in 4 consumers

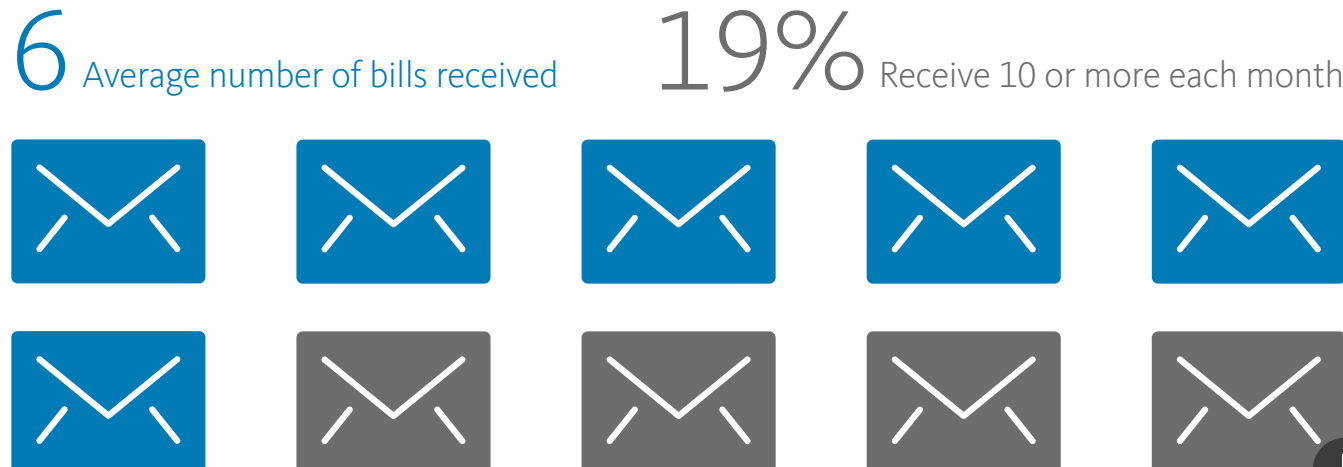
have stopped doing business with a company just because that business did a poor job of personalizing the experience.



Millennials

are especially sensitive to this: 35 percent say they're prepared to walk away.

One of the key places that consumers interact with companies is through bills and statements.



Better communications can impact the bottom line in more ways than one.

20% have **purchased a new product** or service after seeing a message in a bill or statement



68% want providers that make it easy for them to interact across print, digital and other channels



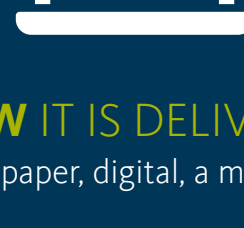
Improving the customer experience comes down to **what** you send and **how** you send it.

Consumers desire personalized, clear content delivered across all channels.



WHAT IS DELIVERED

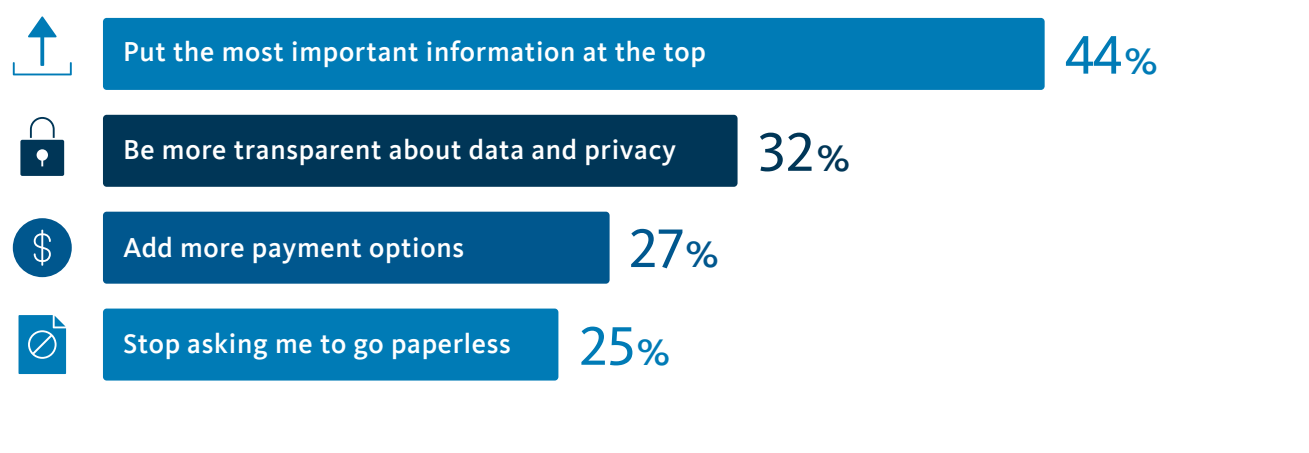
personalization, clarity, information value



HOW IT IS DELIVERED

paper, digital, a mix

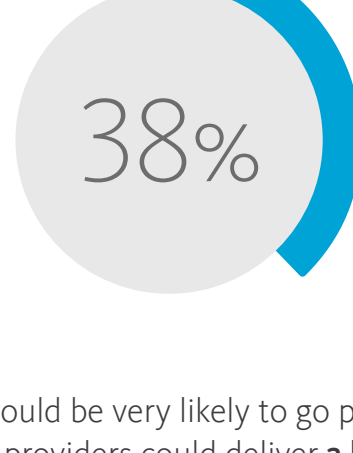
Consumers are expecting more from the communications you send.



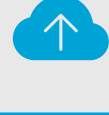
Digital adoption hinges on quality communication experiences.



of consumers said they would be inclined to choose digital communications if those **communications were more engaging and useful**



would be very likely to go paperless if providers could deliver a **better digital experience**



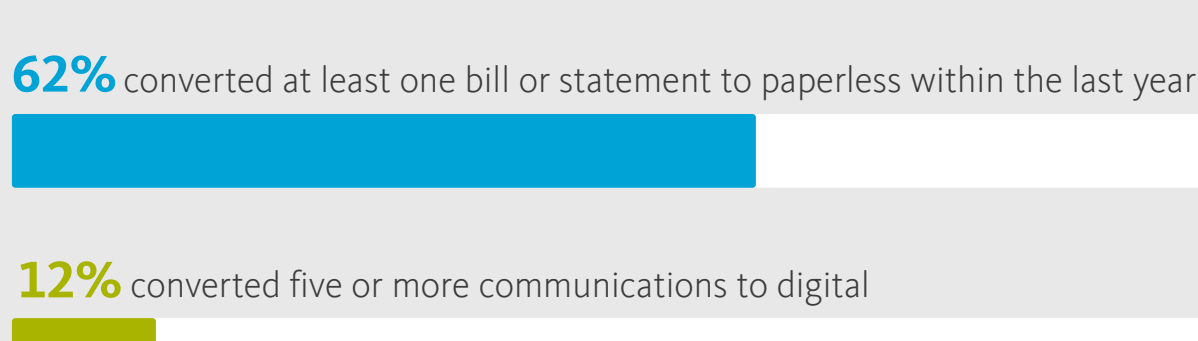
PERSONAL CLOUD STORAGE

36% of consumers prefer to view bills and statements in one location. This is true for 50% of millennials.

47% said single sign-on enhances convenience.

12% said consolidation helps predict future expenses.

Consumers are letting go of paper and going digital...



...but more than one-third of consumers will still want print five years from now.



The path to better CX is paved with more profitable, engaging interactions and communications.

Successful organizations will find ways to bring greater clarity, personalization and innovation to bills and statements, creating the experiences their customers crave.

Broadridge can help.

For more survey insights, download the report, CX and Communications Trends for 2019

SOURCE: Annual CX and Communications Survey, Broadridge, 2019

ABOUT THE RESEARCH: 3,004 residents of North America aged 25+, 2,501 from the U.S. and 503 from Canada; 50/50 split male to female; 95% of respondents are responsible for reviewing finances and paying bills with 65% reporting they are the primary bill payer and 30% sharing the responsibility with someone else in their household.

Broadridge, a global fintech leader with over \$4 billion in revenue and part of the S&P 500 index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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